

Newberg Downtown Improvement Plan



Public Workshop: From Vision to “Big Ideas”
March 15, 2016



What's Up For Tonight?



- Project overview
- Why downtowns matter
- What we hope to hear from you



Why a Downtown Plan?



With the advent of the Bypass there's an opportunity for change.

With less traffic, Downtown can be:

- More accessible
- Safer to get around
- More attractive
- Better for business
- A destination

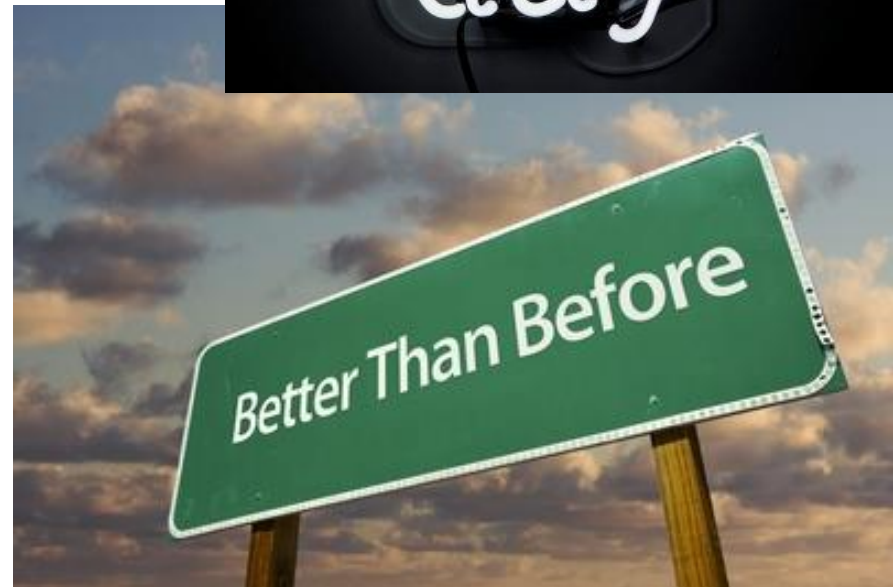


Why a Downtown Plan?



How does Newberg seize this opportunity?

- Develop a vision
- Determine desired outcomes
- Identify your “big ideas” for change
- Develop an action plan



Why Downtowns Matter!



Downtowns are a symbol of:

- Community economic health
- Local quality of life
- Community history
- Community pride
- Local values



Why Downtowns Matter!



Downtowns represent the “core” of the community

Traditional center for activity:

- Social
- Cultural
- Economic
- Civic



What Makes a Great Downtown



Continuity



Attractive
design



Historic
connection



Sense of place



Human scale



Compact form



Open space



Amenities: Water,
public art, parks

What Makes a Great Downtown



A place for people

- Meeting place
- Safe & comfortable
- Social & inviting
- Interesting & active
- Sense of pride
- Return again and again

What Makes a Great Downtown



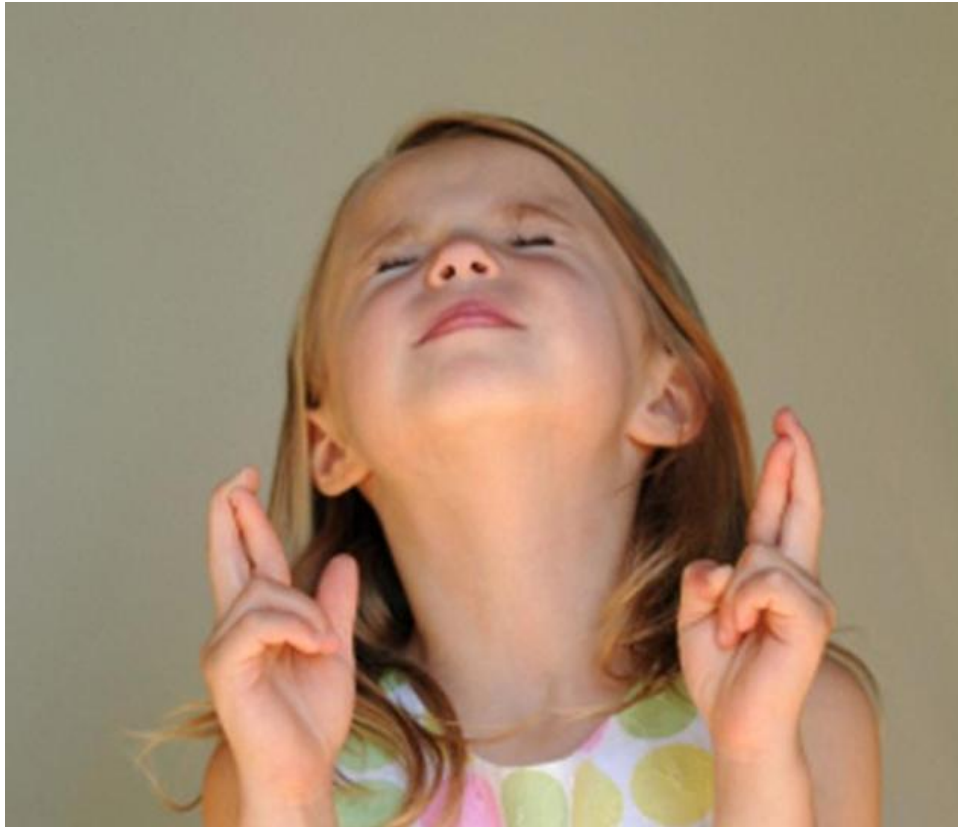
Businesses that serve the greater community

- Strong brands and images
- Marketing and management
- High retail sales
- Profitable rents
- Effective parking
- Responsive to change



Downtown Revitalization

Hope alone is an incomplete strategy



Planning for the Future



The most effective plans are:

- Vision-driven
- Outcomes-oriented
- Programmed for projects & actions

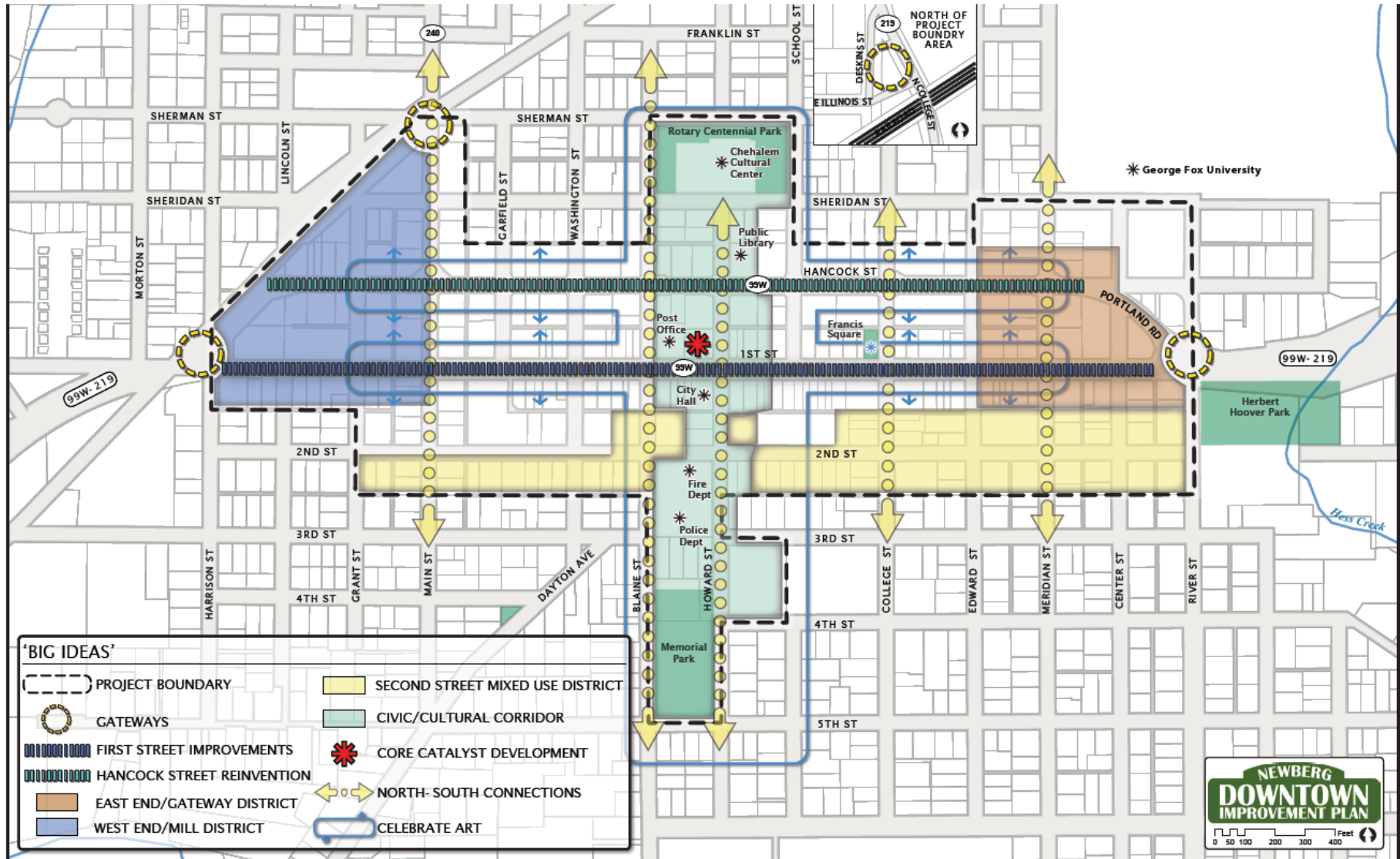


What's Been Done?

- Draft vision
- Desired outcomes
- December workshop
- Big Ideas



Why We're Here Tonight



It's Your Downtown!

